

Message Text

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AMEMBASSY BONN

UNCLAS DUSSELDORF 1433

USDOC FOR CRD/MARY F. COSTANTINO, ROOM 7717

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: FSL STATESIDE TRAINING PROGRAM - MARCH 7-APRIL 15, 1977

REF: STATE 147325 (NOTAL)

1. POST'S PARTICIPANT IN THE FSL STATESIDE TRAINING PROGRAM, RAINER W. HEUMANN, EXPERIENCED A WELL-PREPARED PROGRAM AT BOTH STATE AND USDOC AS WELL AS EXCELLENT APPOINTMENT SCHEDULES AT ALL USDOC FIELD OFFICES VISITED: SAN FRANCISCO, DALLAS, CINCINNATI, PHILADELPHIA, BALTIMORE, AND TULSA (ORGANIZED BY THE OKLAHOMA CITY SATELLITE OFFICE).

2. THE EMPLOYEE REPORTED THAT, DURING HIS COMPANY VISITS, CONSIDERABLE TIME AND EFFORT WAS SPENT IN TRYING TO CONVINCE US FIRMS TO EXPORT. HE DISCOVERED THAT MANY US BUSINESSMEN, ALTHOUGH EAGER TO EXPAND THEIR SALES TERRITORY, WERE GENERALLY UNAWARE OF AND RELUCTANT TOWARD ENTERING THE INTERNATIONAL MARKET. HERR HEUMANN FIRMLY BELIEVES THAT USDOC FIELD OFFICES SHOULD:

1) STRESS TO AMERICAN COMPANIES THE RELATIVE EASE OF PENETRATING THE EXPORT MARKET, ESPECIALLY IN REGARDS TO WEST GERMANY AND; 2) CONTINUE TO OFFER AND PUBLICIZE

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EXPORT PROMOTION ASSISTANCE.

3. CONTACTS DEVELOPED BY HERR HEUMANN DURING COMPANY VISITS HAVE ALREADY RESULTED IN A NUMBER OF EXPORT AND/OR AGENCY AGREEMENTS FOR U.S. FIRMS:

US FIRM

GERMAN FIRM

BLANKENSHIP	DR. EWALD NELKEN
(DALLAS, TEXAS)	(MUELHEIM)
INLAND EXPORT CORP.	INT'L TRADING CO.
(DAYTON, OHIO)	(KREFELD)
HARTZELL INC.	K.H. WERBECK
(PIGUA, OHIO)	(OBERHAUSEN)
JORDAN VALVE	KROHNE
(CINCINNATI, OHIO)	(DUISBURG)
DAP	BAUHAUS
(DAYTON, OHIO)	(MANNHEIM)
ALTO INT'L.	AUTO BECKER
(PHILADELPHIA, PA)	(DUESSELDORF)
GROSSMAN & SONS, INC.	EKMAN
(COLUMBUS, OHIO)	(DUESSELDORF)
ENVIRONMENTAL TECTONICS CORP.	K. HEBMUELLER
(SOUTHAMPTON, PA)	(NEUSS)

FURTHERMORE, SINCE HIS RETURN TO GERMANY, THREE US COMPANIES HAVE FOLLOWED-UP HERR HEUMANN'S LEADS WITH PERSONAL CALLS AT THE CONSULATE GENERAL.

4. POST CONSIDERS THAT THE FSL TRAINEE FULLY MET THE GOALS AND EXPECTATIONS OF THE STATESIDE FSL PROGRAM AND WE HIGHLY RECOMMEND THE CONTINUANCE OF SUCH JOINT STATE/USDOC PROGRAMS. WE COMMEND THOSE IN WASHINGTON
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AND THE FIELD OFFICES WHO CONTRIBUTED TO THE FORMULATION OF SUCH A SUCCESSFUL PROGRAM.DUX

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